

# CONTRACT



**WLWT**  
**1700 Young Street**  
**Cincinnati, OH 45202**  
**(513)412-5000**

www.wlwt.com

And:

**American Rambler**  
**138 Conant Street**  
**Beverly, MA 01915**

<u>Contract / Revision</u> 942003 /		<u>Alt Order #</u> 06276562
<u>Product</u> ROMNEY FOR PRESIDENT		
<u>Contract Dates</u> 08/15/12 - 08/21/12		<u>Estimate #</u> 27
<u>Advertiser</u> Romney/R/President		<u>Original Date / Revision</u> 08/13/12 / 08/13/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WLWT	<u>Account Executive</u> Mica Hansen	<u>Sales Office</u> HRP -Washingt
<u>Special Handling</u>		
<u>Demographic</u> Adults 25+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

Spots/

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WLWT	08/20/12	08/21/12	6-7a news	6-7a		:30			NM	2	\$1,600.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/20/12	08/26/12	MT-----				2	\$800.00			
N 2	WLWT	08/15/12	08/17/12	6-7a news	6-7a		:30			NM	3	\$2,400.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	--WTF--				3	\$800.00			
N 3	WLWT	08/15/12	08/17/12	NBC Today Show	7-9a		:30			NM	6	\$9,000.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	--WTF--				6	\$1,500.00			
N 4	WLWT	08/20/12	08/21/12	NBC Today Show	7-9a		:30			NM	4	\$6,000.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/20/12	08/26/12	MT-----				4	\$1,500.00			
N 5	WLWT	08/15/12	08/17/12	NBC Today Show II	9-10a		:30			NM	4	\$2,400.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	--WTF--				4	\$600.00			
N 6	WLWT	08/20/12	08/21/12	NBC Today Show II	9-10a		:30			NM	2	\$1,200.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/20/12	08/26/12	MT-----				2	\$600.00			
N 7	WLWT	08/15/12	08/17/12	NBC Today Show III	10-11a		:30			NM	3	\$1,050.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	--WTF--				3	\$350.00			
N 8	WLWT	08/20/12	08/21/12	NBC Today Show III	10-11a		:30			NM	2	\$700.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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Advertiser	Original Date / Revision
Romney/R/President	08/13/12 / 08/13/12

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MT-----				2	\$350.00			
N 9	WLWT	08/15/12	08/17/12	12-1230p M-F news	12-1230p		:30			NM	3	\$1,050.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--WTF--				3	\$350.00			
N 10	WLWT	08/20/12	08/21/12	12-1230p M-F news	12-1230p		:30			NM	2	\$700.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MT-----				2	\$350.00			
N 11	WLWT	08/15/12	08/17/12	Days of Our Lives	1-2p		:30			NM	3	\$1,050.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--WTF--				3	\$350.00			
N 12	WLWT	08/20/12	08/21/12	Days of Our Lives	1-2p		:30			NM	2	\$700.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MT-----				2	\$350.00			
N 13	WLWT	08/20/12	08/21/12	JUDGE JUDY EF	Judge Judy		:30			NM	2	\$1,000.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MT-----				2	\$500.00			
N 14	WLWT	08/15/12	08/17/12	JUDGE JUDY EF	Judge Judy		:30			NM	3	\$1,500.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--WTF--				3	\$500.00			
N 15	WLWT	08/15/12	08/17/12	DR OZ EF	4PM-5PM		:30			NM	3	\$1,500.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--WTF--				3	\$500.00			
N 16	WLWT	08/20/12	08/21/12	DR OZ EF	4PM-5PM		:30			NM	2	\$1,000.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MT-----				2	\$500.00			
N 17	WLWT	08/20/12	08/21/12	5-530p M-F news	5-530p		:30			NM	2	\$1,350.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MT-----				2	\$675.00			
N 18	WLWT	08/15/12	08/17/12	5-530p M-F news	5-530p		:30			NM	3	\$2,025.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--WTF--				3	\$675.00			
N 19	WLWT	08/20/12	08/21/12	530-6p M-F news	530-6p		:30			NM	2	\$1,350.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MT-----				2	\$675.00			
N 20	WLWT	08/15/12	08/17/12	530-6p M-F news	530-6p		:30			NM	3	\$2,025.00
Class of Time - Immediately Pre-emptible without notice												

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/13/12	08/19/12	--WTF--				3	\$675.00			
N 21	WLWT	08/15/12	08/17/12	6-630p M-F news	6-630p		:30			NM	6	\$4,800.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/13/12	08/19/12	--WTF--				6	\$800.00			
N 22	WLWT	08/20/12	08/21/12	6-630p M-F news	6-630p		:30			NM	4	\$3,200.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/20/12	08/26/12	MT-----				4	\$800.00			
N 23	WLWT	08/20/12	08/21/12	7-730p	7-730p		:30			NM	2	\$1,600.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/20/12	08/26/12	MT-----				2	\$800.00			
N 24	WLWT	08/15/12	08/17/12	7-730p	7-730p		:30			NM	3	\$2,400.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/13/12	08/19/12	--WTF--				3	\$800.00			
N 25	WLWT	08/15/12	08/17/12	730-8p	730-8p		:30			NM	3	\$2,400.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/13/12	08/19/12	--WTF--				3	\$800.00			
N 26	WLWT	08/20/12	08/21/12	730-8p	730-8p		:30			NM	2	\$1,600.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/20/12	08/26/12	MT-----				2	\$800.00			
N 27	WLWT	08/15/12	08/17/12	11-1135p M-Su	11-1135p		:30			NM	3	\$4,500.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/13/12	08/19/12	--WTF--				3	\$1,500.00			
N 28	WLWT	08/20/12	08/21/12	11-1135p M-Su	11-1135p		:30			NM	2	\$3,000.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/20/12	08/26/12	MT-----				2	\$1,500.00			
N 29	WLWT	08/20/12	08/21/12	NBC Tonight Show	1135-1237a		:30			NM	2	\$1,200.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/20/12	08/26/12	MT-----				2	\$600.00			
N 30	WLWT	08/15/12	08/17/12	NBC Tonight Show	1135-1237a		:30			NM	3	\$1,800.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/13/12	08/19/12	--WTF--				3	\$600.00			
N 31	WLWT	08/18/12	08/18/12	NBC Saturday Today	Sa 8-10a		:30			NM	1	\$1,000.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/13/12	08/19/12	-----1-				1	\$1,000.00			
N 32	WLWT	08/18/12	08/18/12	Sa 10-11a News	Sa 10-11a		:30			NM	1	\$800.00
		Class of Time - Pre-emptible with notice										

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<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 -----1- 1 \$800.00												
N 33	WLWT	08/18/12	08/18/12	Sa/Su 6p news	Sa/Su 6p News		:30			NM	2	\$1,100.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 -----2- 2 \$550.00												
N 34	WLWT	08/18/12	08/18/12	11-1135p M-Su	11-1135p		:30			NM	1	\$1,500.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 -----1- 1 \$1,500.00												
N 35	WLWT	08/19/12	08/19/12	NBC Sunday Today	Su8-9a		:30			NM	1	\$1,500.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 -----1 1 \$1,500.00												
N 36	WLWT	08/19/12	08/19/12	Su 9-10a News	Su 9-10a		:30			NM	1	\$1,000.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 -----1 1 \$1,000.00												
N 37	WLWT	08/19/12	08/19/12	NBC MEET THE PRESS	NBC MEET THE P		:30			NM	1	\$1,200.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 -----1 1 \$1,200.00												
N 38	WLWT	08/19/12	08/19/12	Sa/Su 6p news	Sa/Su 6p News		:30			NM	1	\$550.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 -----1 1 \$550.00												
N 39	WLWT	08/19/12	08/19/12	Sa/Su 6p news	Sa/Su 6p News		:30			NM	2	\$1,100.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 -----2 2 \$550.00												
N 40	WLWT	08/19/12	08/19/12	11-1135p M-Su	11-1135p		:30			NM	1	\$1,500.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 -----1 1 \$1,500.00												
<b>Totals</b>											<b>98</b>	<b>\$77,350.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/21/12	98	\$77,350.00	\$65,747.50
<b>Totals</b>	<b>98</b>	<b>\$77,350.00</b>	<b>\$65,747.50</b>

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)



**FEDERAL CANDIDATE**



**STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

**Station and Location:**

WVTV - Birmingham

**Date:**

3/7/12

I, Stephanie Kincaid,

being/on behalf of: Mitt Romney, a legally

qualified candidate of the Republican political

party for the office of: President

in the Primary

election to be held on: March 13, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
*See schedules for March 8-13					

**Total Charges:** \*See schedules for March 8-13

NAB Form PB-17 Candidates

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Romney for President, Inc.

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Darrell Crate

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

3/7/12

Date

*S. Kincaid*  
Signature

***To Be Signed By Station Representative***

☐ Accepted

☐ Accepted in Part

☐ Rejected

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title

NAB Form PB-17 Candidates

**CANDIDATE CERTIFICATION**

**In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:**

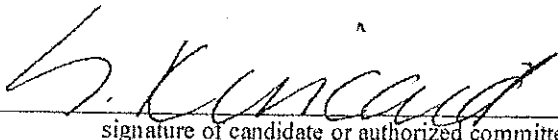
I, Stephanie Kincaid (on behalf of Romney for President, Inc.)  
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☒ **does**☒ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- ☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.
- ☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



signature of candidate or authorized committee

Stephanie Kincaid

printed name

3/7/12

date